



SEO with Yoast 8

Bureau of International Information Programs

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Before we start....

1. Introductions

2. Goals of this Webinar

3. Webinar and Q&A

Who We Are

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Mysteries of SEO

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ADD TO BASKET



In This Webinar:

- 1. What is SEO ?!**
- 2. What does it Mean ?**
- 3. What you need to Know ?**
- 4. Details, details, details**

What is this SEO stuff?

SEO = **S**earch **E**ngine **O**ptimization

In English:

YOU (the human) need to tell the machine
how to index your content

....properly.

Remember: CONTENT is King!

Yes, but what does this MEAN?!

From the Wordpress Codex:

“As a search engine prowls your site, it gathers information from the title, headings, content, and Meta Tags such as description or keywords. It compares the words within each of these sections and “ranks” the site dependent upon how well the information matches.”

What Do I Need To Know ?

- Keywords
- META information:
 - SEO title
 - META description
- Cornerstone content

Yoast *Traffic Light* system helps you!



Concepts 101

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What Are Keywords ?

The most important words describing the content

Search engines use these to help make sense of your text

Please use good language, no slang.

Remember to optimize language posts too!

What is this META stuff ?

- **META == information about the content**
- **Page/Post TITLE should be descriptive**
- **There is also an *SEO Title***
- **Put details in *META description(s)***

Cornerstone content

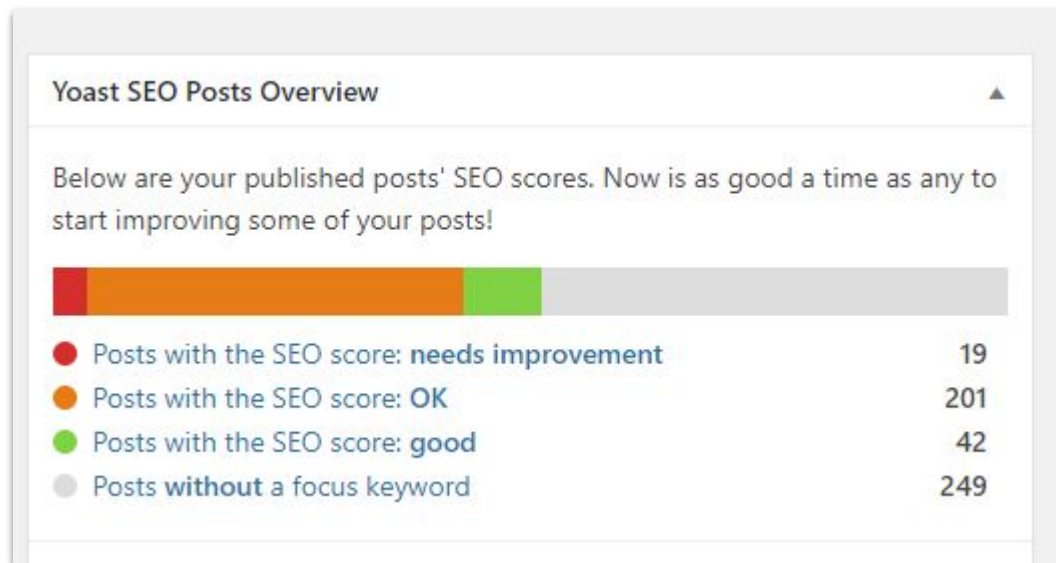
- Your most important content
- Typically index pages e.g Embassy Location, ACS and Visa index, etc
- This is a topic in itself....
- YOU tell Yoast which Pages/Posts are Cornerstone....
-Yoast then grades it

Yoast Can Help

(with SEO !)

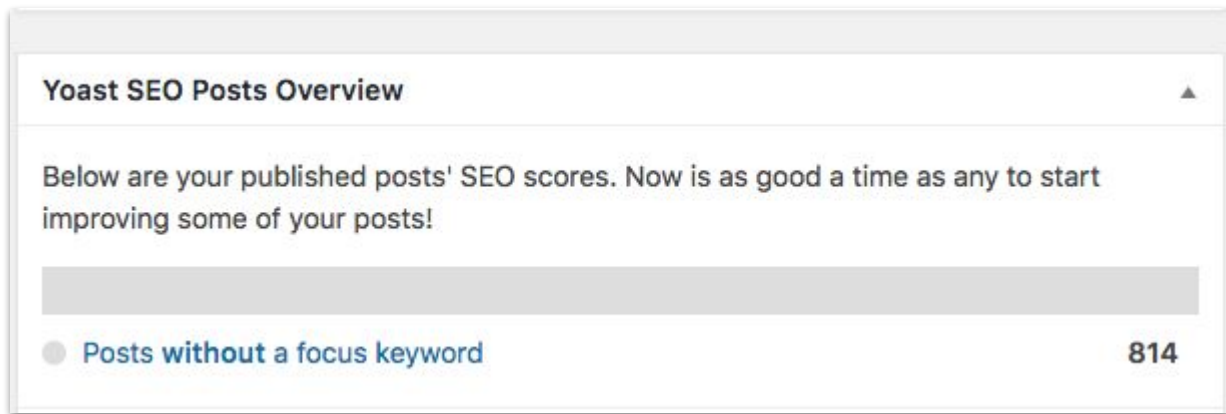
Yoast on your Dashboard

Yoast provides a dashboard widget to see how your site ranks:



What if I never did any SEO....

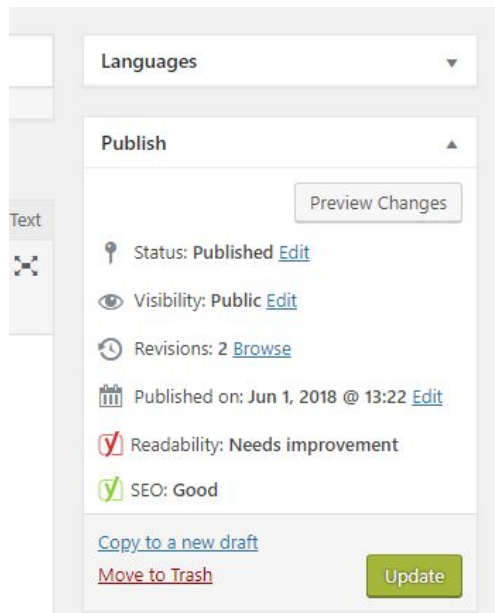
Then the dashboard widget will be present but BLANK 🙄



Yoast Widget(S)

Yoast in the Sidebar

Pages & Posts get a Sidebar widget to see how your site ranks:



Yoast Widget #1

At the end of Pages and Posts is the Yoast widget.

This is where you edit SEO data.

In Yoast 8, the tabs at the top have been merged into one long(er) pane.

This means everything you need is now in one place: just work top-to-bottom and fill in the blanks.

An annotated overview is on the next slide....

Yoast

Widget #2

Yoast SEO Premium

[1] Tabs have been merged into one (longer) SEO pane.....

[Need help?](#)

Snippet Preview [2] This still shows how search engines will display your Page or Post title....

This is a rendering of what this post might look like in Google's search results. [Learn more about the Snippet Preview.](#)

Press Release TEMPLATE | U.S. Embassy & Consulates in the United Kingdom
<https://uk.edit.usembassy.gov/press-release-template>

Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.

[Edit snippet](#)

[3] If you add no SEO, Yoast adds some defaults: [3b] You can add others by clicking here:

SEO title [Insert snippet variable](#)

Title Page Separator Site title

Slug


press-release-template [4] Don't touch this, it will be created for you!


Meta description [Insert snippet variable](#)

Modify your meta description by editing it right here

[5] Your (slightly) longer META description goes in here. The text is color-coded depending on length (Green-Orange-Red).

[Close snippet editor](#)

 Readability [6] The color-coded Readability indicator is here..

 Focus keyword [7] Add your first keyword or keywords here.

[+ Add additional keyword](#) [8] Expand for extra keywords OR synonyms

Cornerstone content [9] Check this for Cornerstone content

Yoast

Widget #3

Here is an example of the SEO title and META description.

Yoast has provided a Green bar indicating that the text length is good - it will not overflow the space provided by search engines.

Yoast SEO Premium

[Need help?](#)

Snippet Preview

This is a rendering of what this post might look like in Google's search results. [Learn more about the Snippet Preview.](#)

We are looking for a Switchboard Operator/Helpdesk Support Assistant.
<https://uk.edit.usembassy.gov/switchboard-and-it-help-desk-assistant-vacancy-...>

Do you have a confident, polite and welcoming telephone manner gained from telephonist work experience as a **switchboard operator**? If so we have a vacancy!

[Edit snippet](#)

SEO title [+ Insert snippet variable](#)

We are looking for a Switchboard Operator/Helpdesk Support Assistant.

Slug

switchboard-and-it-help-desk-assistant-vacancy-reference-18-82

Meta description [+ Insert snippet variable](#)

Do you have a confident, polite and welcoming telephone manner gained from telephonist work experience as a switchboard operator? If so we have a vacancy!

[Close snippet editor](#)

Readability

Focus keyword

Switchboard Operator

A focus keyword is the term (or phrase) you'd like to be found with, in search engines. Enter it below to see how you can improve your content.

Focus keyword:

Switchboard Operator

Yoast Widget #4

Here is an example of the Reading Analysis.

It's not perfect BUT there are 6 green dots versus 5 red ones.

Of the red ones, the 2nd, 3rd and 4th can be ignored (so we only really have 2 problem points).

Key point: don't over-analyze 😊

Analysis results:

^ Problems (5)

- The focus keyword doesn't appear in the [first paragraph](#) of the copy. Make sure the topic is clear immediately.
- The exact-match [keyword density](#) is 0.3%, which is too low; the focus keyword was found 3 times.
- No [images](#) appear in this page, consider adding some as appropriate.
- No [internal links](#) appear in this page, consider adding some as appropriate.
- Large parts of your text do not contain the keyword. Try to [distribute](#) the keyword more evenly.

^ Improvements (5)

- You have not used the focus keyword in any [subheading](#) (such as an H2) in your copy.
- The [SEO title](#) contains the focus keyword, but it does not appear at the beginning; try and move it to the beginning.
- The focus keyword does not appear in the [URL](#) for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!
- The slug for this page is a bit long, consider shortening it.
- The slug for this page contains [stop words](#), consider removing them.

^ Good results (6)

- The meta description [contains the focus keyword](#).
- The [meta description](#) has a nice length.
- The text contains 945 words. This is more than or equal to the [recommended minimum](#) of 300 words.
- This page has 0 nofollowed [outbound link\(s\)](#) and 3 normal outbound link(s).
- The [SEO title](#) has a nice length.
- You've [never used this focus keyword before](#), very good.

Concepts 102

(how Yoast works)

How Yoast SEO Analysis Works #1

TEXT LENGTH

300 words minimum

FOCUS KEYWORD(s)

At least one keyword

Yoast checks if it appears in:

- Title
- First paragraph
- Subheadings
- Within image descriptions

How Yoast SEO Analysis Works #2

Internal Link Recommended: at least one internal link
(to other pages or posts *within* your site)

META Description Checked for length and focus keyword

Title and URL Not too long or too short
Does it contain the focus keyword?

Yoast Readability Analysis

Readability is more difficult...for Yoast and you. This takes TIME!

The analysis checks for:

Long Sentences Avoid overly long or complex sentences

Sentence Starters Yoast warns if too many sentences start the same way. The plugin also warns of too many Passive Voice sentences.

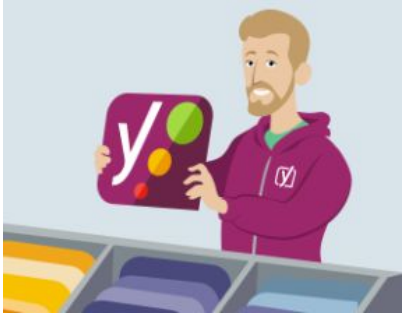
Related Sentences Yoast checks for *transition words or phrases* (because, while, therefore, “above all”, “first of all”)

Flesh Reading Score This measures ease of reading - English language only.

Concepts 103

(how Yoast gives you feedback)

Yoast Feedback System #1



Yoast traffic light system...

....and text descriptions

Four headings allow you to quickly identify poor SEO:

Problems

Improvements

Considerations (white)

Good results

Yoast Feedback System #2



Yoast states the “cold, hard facts”

It then offers actionable advice...for example:

- “There is no focus keyword”
- “The focus keyword is missing from the title”

Yoast Feedback System #3



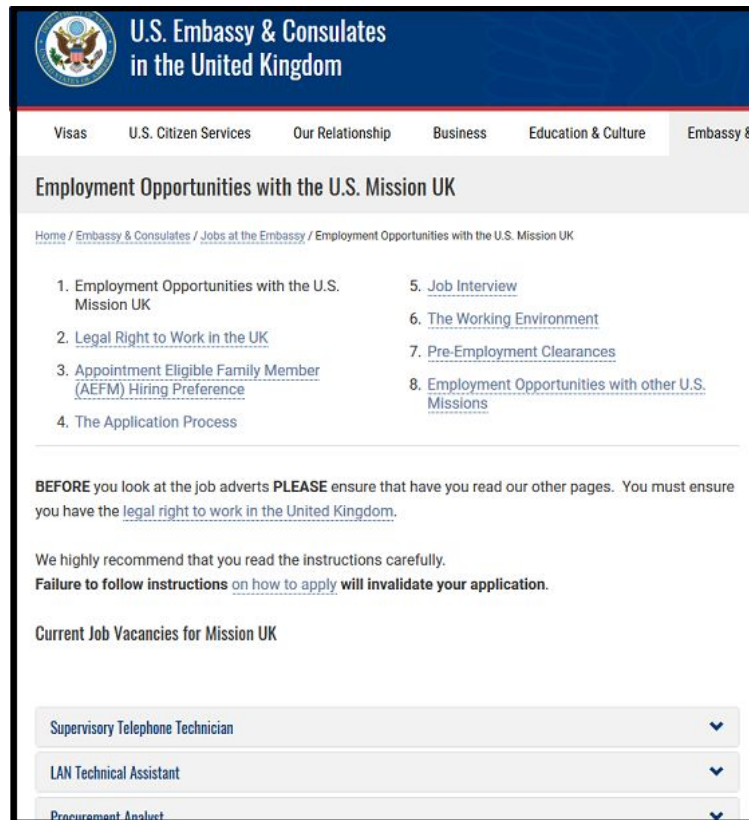
- A lot of problems are easily resolved by following Yoast suggestions.
- Many are obvious - in hindsight!
- Remember *content is king* and only the human is aware of the full context.
- So don't blindly follow all suggestions..THINK 🤖

Some examples

(we're getting near to the end)

Example: UK “Jobs page”

<https://uk.usembassy.gov/jobs/>



The screenshot shows the official website of the U.S. Embassy & Consulates in the United Kingdom. The header features the U.S. Department of State seal and the text "U.S. Embassy & Consulates in the United Kingdom". Below the header is a navigation bar with links: Visas, U.S. Citizen Services, Our Relationship, Business, Education & Culture, and Embassy & Consulates. The main content area is titled "Employment Opportunities with the U.S. Mission UK". It includes a breadcrumb trail: Home / Embassy & Consulates / Jobs at the Embassy / Employment Opportunities with the U.S. Mission UK. A list of eight links is provided, arranged in two columns: 1. Employment Opportunities with the U.S. Mission UK, 2. Legal Right to Work in the UK, 3. Appointment Eligible Family Member (AEFM) Hiring Preference, 4. The Application Process, 5. Job Interview, 6. The Working Environment, 7. Pre-Employment Clearances, and 8. Employment Opportunities with other U.S. Missions. Below the list, a paragraph states: "BEFORE you look at the job adverts PLEASE ensure that have you read our other pages. You must ensure you have the legal right to work in the United Kingdom." Another paragraph follows: "We highly recommend that you read the instructions carefully. Failure to follow instructions on how to apply will invalidate your application." The section "Current Job Vacancies for Mission UK" is visible, with a dropdown menu showing three positions: Supervisory Telephone Technician, LAN Technical Assistant, and Procurement Analyst.

U.S. Embassy & Consulates
in the United Kingdom

Visas U.S. Citizen Services Our Relationship Business Education & Culture Embassy & Consulates

Employment Opportunities with the U.S. Mission UK

Home / Embassy & Consulates / Jobs at the Embassy / Employment Opportunities with the U.S. Mission UK

1. Employment Opportunities with the U.S. Mission UK
2. Legal Right to Work in the UK
3. Appointment Eligible Family Member (AEFM) Hiring Preference
4. The Application Process
5. Job Interview
6. The Working Environment
7. Pre-Employment Clearances
8. Employment Opportunities with other U.S. Missions

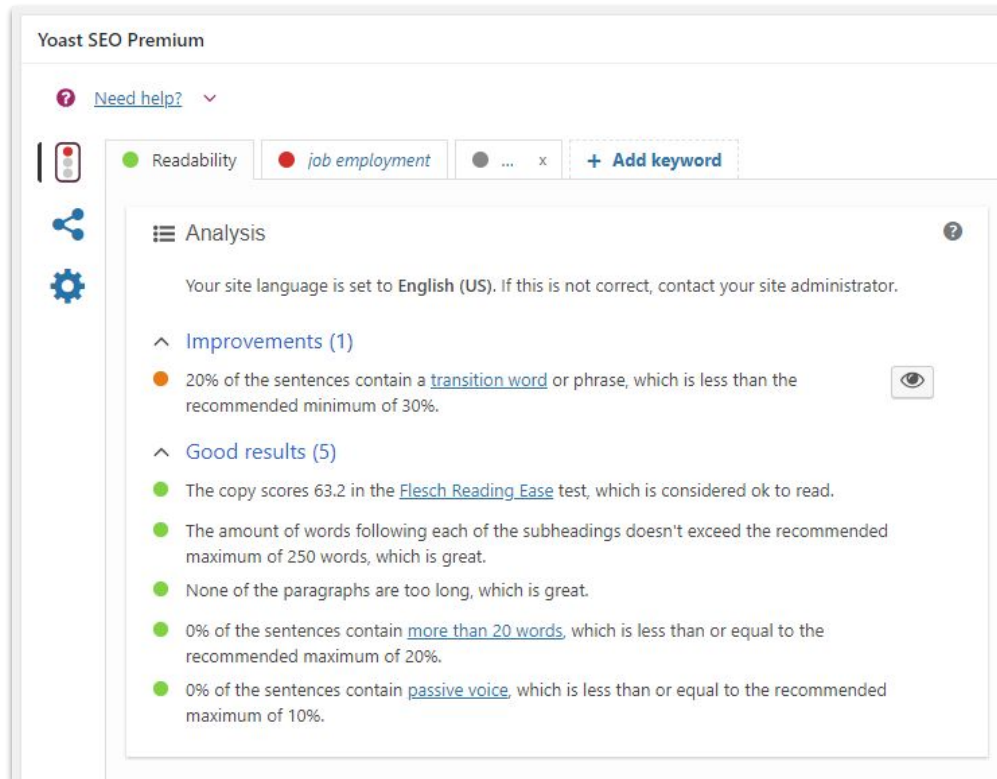
BEFORE you look at the job adverts **PLEASE** ensure that have you read our other pages. You must ensure you have the [legal right to work in the United Kingdom](#).

We highly recommend that you read the instructions carefully.
Failure to follow instructions on [how to apply](#) will invalidate your application.

Current Job Vacancies for Mission UK

- Supervisory Telephone Technician
- LAN Technical Assistant
- Procurement Analyst

Good SEO according to Yoast



The screenshot displays the Yoast SEO Premium interface. At the top, it says 'Yoast SEO Premium'. Below this, there's a 'Need help?' link. The main area shows a 'Readability' tab selected, with a keyword 'job employment' entered. A '+ Add keyword' button is visible. The 'Analysis' section is expanded, showing a message about the site language being set to English (US). Below this, there are two sections: 'Improvements (1)' and 'Good results (5)'. The 'Improvements' section lists one item: '20% of the sentences contain a transition word or phrase, which is less than the recommended minimum of 30%'. The 'Good results' section lists five items: 'The copy scores 63.2 in the Flesch Reading Ease test, which is considered ok to read.', 'The amount of words following each of the subheadings doesn't exceed the recommended maximum of 250 words, which is great.', 'None of the paragraphs are too long, which is great.', '0% of the sentences contain more than 20 words, which is less than or equal to the recommended maximum of 20%.', and '0% of the sentences contain passive voice, which is less than or equal to the recommended maximum of 10%.'

Yoast SEO Premium

[Need help?](#)

Readability **job employment** ... x + Add keyword

Analysis

Your site language is set to **English (US)**. If this is not correct, contact your site administrator.


Improvements (1)

- 20% of the sentences contain a transition word or phrase, which is less than the recommended minimum of 30%.


Good results (5)

- The copy scores 63.2 in the Flesch Reading Ease test, which is considered ok to read.
- The amount of words following each of the subheadings doesn't exceed the recommended maximum of 250 words, which is great.
- None of the paragraphs are too long, which is great.
- 0% of the sentences contain more than 20 words, which is less than or equal to the recommended maximum of 20%.
- 0% of the sentences contain passive voice, which is less than or equal to the recommended maximum of 10%.


Reads ok – Bad keyword/META ok




Readability




job employment





...



x



+ Add keyword






Snippet preview

Employment opportunities at the U.S. Embassy London

<https://uk.edit.usembassy.gov/hrd/>

▶ Employment opportunities and job vacancies at the U.S. Embassy in London and our Consulates General in Belfast and Edinburgh.

 Edit snippet

SEO title

Employment opportunities at the U.S. Embassy London


Slug

hrd

Meta description

▶ Employment opportunities and job vacancies at the U.S. Embassy in London and our Consulates General in Belfast and Edinburgh.

Close snippet editor

 Focus keyword

job employment

☒ This article is [cornerstone content](#)

One (final !) example

Let's create a real post together!

Text: Embassy London's [Archive posting for former Belfast CG Dan Lawton](#)

Help & Resources

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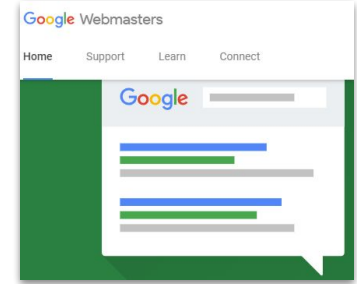
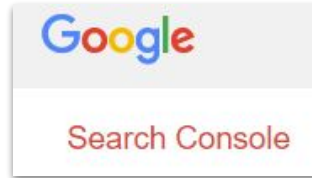
IIP Resources 24/7/365

**IIP CMS Helpdesk
&
IIP Analytics Group**

embassy@america.gov



Online Resources



Google Analytics <https://analytics.google.com/>

Google Webmasters <https://www.google.com/webmasters/>

Wordpress Codex <https://codex.wordpress.org/>

Yoast SEO basics <https://yoast.com/cat/seo-basics/>

Questions?

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Thank You

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